

STATE OF SOUTH CAROLINA

(Caption of Case)

Application of StarVox Communications, Inc. for a  
Certificate of Public Convenience and Necessary to  
Provide Resold and Facilities-Based Local Exchange  
and Interexchange Telecommunications Services in  
the State of South Carolina, for Flexible Regulation,  
and for Alternative Regulation

BEFORE THE  
PUBLIC SERVICE COMMISSION  
OF SOUTH CAROLINA

COVER SHEET

DOCKET  
NUMBER: 2007 - 365 - C

(Please type or print)

Submitted by: John J. Pringle, Jr.

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NOTE: The cover sheet and information contained herein neither replaces nor supplements the filing and service of pleadings or other papers as required by law. This form is required for use by the Public Service Commission of South Carolina for the purpose of docketing and must be filled out completely.

DOCKETING INFORMATION (Check all that apply)

☐ Emergency Relief demanded in petition

☐ Request for item to be placed on Commission's Agenda  
expeditiously

☐ Other:

INDUSTRY (Check one)

- ☐ Electric  
☐ Electric/Gas  
☐ Electric/Telecommunications  
☐ Electric/Water  
☐ Electric/Water/Telecom.  
☐ Electric/Water/Sewer  
☐ Gas  
☐ Railroad  
☐ Sewer  
☒ Telecommunications  
☐ Transportation  
☐ Water  
☐ Water/Sewer  
☐ Administrative Matter  
☐ Other: \_\_\_\_\_

NATURE OF ACTION (Check all that apply)

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Affidavit                 | <input type="checkbox"/> Letter                            | <input type="checkbox"/> Request                   |
| <input type="checkbox"/> Agreement                 | <input type="checkbox"/> Memorandum                        | <input type="checkbox"/> Request for Certification |
| <input type="checkbox"/> Answer                    | <input type="checkbox"/> Motion                            | <input type="checkbox"/> Request for Investigation |
| <input type="checkbox"/> Appellate Review          | <input type="checkbox"/> Objection                         | <input type="checkbox"/> Resale Agreement          |
| <input type="checkbox"/> Application               | <input type="checkbox"/> Petition                          | <input type="checkbox"/> Resale Amendment          |
| <input type="checkbox"/> Brief                     | <input type="checkbox"/> Petition for Reconsideration      | <input type="checkbox"/> Reservation Letter        |
| <input type="checkbox"/> Certificate               | <input type="checkbox"/> Petition for Rulemaking           | <input type="checkbox"/> Response                  |
| <input type="checkbox"/> Comments                  | <input type="checkbox"/> Petition for Rule to Show Cause   | <input type="checkbox"/> Response to Discovery     |
| <input type="checkbox"/> Complaint                 | <input type="checkbox"/> Petition to Intervene             | <input type="checkbox"/> Return to Petition        |
| <input type="checkbox"/> Consent Order             | <input type="checkbox"/> Petition to Intervene Out of Time | <input type="checkbox"/> Stipulation               |
| <input type="checkbox"/> Discovery                 | <input checked="" type="checkbox"/> Prefiled Testimony     | <input type="checkbox"/> Subpoena                  |
| <input type="checkbox"/> Exhibit                   | <input type="checkbox"/> Promotion                         | <input type="checkbox"/> Tariff                    |
| <input type="checkbox"/> Expedited Consideration   | <input type="checkbox"/> Proposed Order                    | <input type="checkbox"/> Other: _____              |
| <input type="checkbox"/> Interconnection Agreement | <input type="checkbox"/> Protest                           |  |
| <input type="checkbox"/> Interconnection Amendment | <input type="checkbox"/> Publisher's Affidavit             |  |
| <input type="checkbox"/> Late-Filed Exhibit        | <input type="checkbox"/> Report                            |  |

Print Form

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# ELLIS:LAWHORNE

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November 20, 2007

**FILED ELECTRONICALLY AND ORIGINAL VIA 1<sup>ST</sup> CLASS MAIL SERVICE**

The Honorable Charles L.A. Terreni

Chief Clerk

**South Carolina Public Service Commission**

Post Office Drawer 11649

Columbia, South Carolina 29211

RE: Application of StarVox Communications, Inc. for a Certificate of Public Convenience and Necessary to Provide Resold and Facilities-Based Local Exchange and Interexchange Telecommunications Services in the State of South Carolina, for Flexible Regulation, and for Alternative Regulation  
**Docket No. 2007-365-C, ELS File No. 1345-11443**

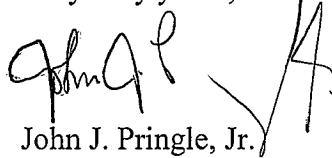
Dear Mr. Terreni:

Enclosed is the original and one (1) copy of the **Direct Testimony of Christopher McKee** filed on behalf of StarVox Communications, Inc. in the above-referenced matter.

Please acknowledge your receipt of this document by file-stamping the copy of this letter enclosed, and returning it in the enclosed envelope.

If you have any questions or need additional information, please do not hesitate to contact me.

Very truly yours,



John J. Pringle, Jr.

JJP/cr

cc: Shealy Reibold, Esquire (via electronic mail service)

Catherine M. Hannon, Esquire (via electronic mail service)

Enclosures

**THIS DOCUMENT IS AN EXACT DUPLICATE OF THE E-FILED COPY SUBMITTED TO THE COMMISSION IN ACCORDANCE WITH ITS ELECTRONIC FILING INSTRUCTIONS.**

**In the Matter of the Application of** )  
 )  
**STARVOX COMMUNICATIONS, INC.** )  
 )  
**For a Certificate of Public Convenience and** )  
**Necessity to Provide Resold and Facilities-** )  
**Based Local Exchange and Interexchange** )  
**Telecommunications Services in the State of** )  
**South Carolina, for Flexible Regulation, and for** )  
**Alternative Regulation** )

1 Q. PLEASE STATE YOUR NAME, POSITION AND BUSINESS ADDRESS.

4 Q. PLEASE BRIEFLY DESCRIBE YOUR BACKGROUND, INCLUDING  
5 EDUCATIONAL AND BUSINESS EXPERIENCE.

14

1    **Q.    HAVE YOU PREVIOUSLY TESTIFIED BEFORE THIS COMMISSION?**

2    A.    No, I have not.

3    **Q.    ARE YOU FAMILIAR WITH THE APPLICATION FILED BY STARVOX?**

4    A.    Yes. I assisted in the preparation of the Application.

5    **Q.    WHAT IS THE PURPOSE OF YOUR TESTIMONY?**

6    A.    The purpose of my testimony is to describe the technical, managerial and financial fitness  
7    of StarVox to provide resold and facilities-based local exchange and interexchange  
8    telecommunications services within the State of South Carolina. This testimony will also  
9    describe the service to be provided by StarVox. Finally, my testimony will show that the public  
10   interest will be served by the approval of StarVox's Application.

11   **Q.    ARE ALL OF THE STATEMENTS IN STARVOX'S APPLICATION CORRECT**  
12   **AND TRUE TO THE BEST OF YOUR KNOWLEDGE, INFORMATION AND BELIEF?**

13   A.    Yes.

14   **Q.    DO YOU WISH TO INCORPORATE BY REFERENCE ANY DOCUMENTS**  
15   **INTO THIS TESTIMONY?**

16   A.    Yes. I wish to incorporate, by reference, StarVox's underlying Application filed in this  
17   proceeding and its associated exhibits.

18   **Q.    DO YOU RATIFY AND CONFIRM THE STATEMENTS AND**  
19   **REPRESENTATIONS MADE IN THAT APPLICATION AND ALL EXHIBITS**  
20   **THERE TO?**

21   A.    Yes.

22   **Q.    HAS APPLICANT REGISTERED TO DO BUSINESS IN SOUTH CAROLINA?**

1 A. Yes. StarVox received foreign corporation authority in South Carolina on September 13,  
2 2007. A copy was attached as Exhibit A to the Application.

3 **Q. HAS ANYTHING OCCURRED SINCE THE APPLICATION OF STARVOX**  
4 **COMMUNICATIONS, INC. WAS FILED ON OCTOBER 1, 2007 THAT MATERIALLY**  
5 **CHANGES THE REPRESENTATIONS THEREIN?**

6 A. No. The representations made in the Application remain materially the same.

7 **Q. DESCRIBE THE AUTHORITY THAT STARVOX SEEKS BY ITS**  
8 **APPLICATION.**

9 A. StarVox seeks authority to provide all forms of local telecommunications and long  
10 distance telecommunications services to the public on a resale basis and via its own facilities  
11 and/or those of affiliated entities or underlying Local Exchange Carriers. The proposed services  
12 shall include, but not be limited to Broadband, Internet, and VOIP services.

13 **Q. DOES STARVOX PROPOSE TO OFFER TELECOMMUNICATIONS**  
14 **SERVICES TO BOTH RESIDENTIAL AND BUSINESS/COMMERCIAL**  
15 **CUSTOMERS?**

16 A. Yes.

17 **Q. DO THE PRINCIPALS AND EMPLOYEES OF STARVOX HAVE PREVIOUS**  
18 **TELECOMMUNICATIONS EXPERIENCE?**

19 A. Yes. As described in Exhibit D of the Application, the officers and senior management  
20 of StarVox have considerable previous telecommunications experience.

21 **Q. WILL STARVOX HAVE ITS OWN SWITCHING EQUIPMENT?**

22 A. As an initial matter, StarVox will not be installing any facilities other than equipment to  
23 be installed in existing buildings or structures for the purpose of providing local exchange

1 services in South Carolina. While this equipment may include switches, the location of these  
2 switches has yet to be determined and will be developed by StarVox as it progresses in its  
3 interconnection agreement discussions.

4 **Q. PLEASE DESCRIBE STARVOX'S FINANCIAL QUALIFICATIONS TO**  
5 **PROVIDE TELECOMMUNICATIONS SERVICES IN SOUTH CAROLINA.**

6 A. As set forth in the financial statements found at Exhibit C to the Application, StarVox has  
7 access to sufficient capital to provide telecommunications services in South Carolina. This  
8 capital, along with future capital financed by expected revenues of StarVox, will be available to  
9 meet future capital needs of StarVox's South Carolina operations.

10 **Q. DOES STARVOX INTEND TO OFFER PREPAID DEBIT CARD SERVICES IN**  
11 **SOUTH CAROLINA?**

12 A. Not at this time. StarVox is aware of the Commission's \$5,000 bond or certificate of  
13 deposit requirement associated with prepaid debit card services, and will file such an instrument  
14 with the Commission should StarVox decide to offer these services in the future.

15 **Q. HOW DOES APPLICANT BILL FOR ITS SERVICES?**

16 A. StarVox will bill customers directly.

17 **Q. HOW ARE TROUBLE REPORTS AND CUSTOMER COMPLAINTS**  
18 **HANDLED?**

19 A. StarVox will make available to its local and long distance customers a toll-free customer  
20 service line to respond to customer inquiries and complaints, as well as 24-hour/365-day  
21 emergency toll free access to its network control center. StarVox has implemented a multi-tiered  
22 complaint escalation procedure to ensure the rapid resolution of trouble reports and customer  
23 complaints.

1    **Q.     DOES STARVOX HAVE OFFICES IN SOUTH CAROLINA?**

2    A.     No, StarVox does not intend to have offices in South Carolina at this time. Accordingly,  
3    StarVox requests, pursuant to Rule 103-610, that the Commission allow it to keep all applicable  
4    books and records at its offices in California. In the event that the Commission or ORS should  
5    desire to inspect such books and records, StarVox will provide access expeditiously at its own  
6    expense.

7    **Q.     DOES STARVOX INTEND TO FILE AN OPERATING AREA MAP WITH THE**  
8    **COMMISSION?**

9    A.     No. Because StarVox will operate within the existing service areas of the existing  
10   incumbent local exchange carriers, StarVox requests that it not be required to create and file any  
11   such operating area map as required by Commission Rule.

12   **Q.     HOW WILL STARVOX MARKET ITS SERVICES?**

13   A.     StarVox will market its services through a direct sales team. StarVox will not engage in  
14   any telemarketing activities.

15   **Q.     HAS STARVOX OBTAINED AUTHORITY TO PROVIDE ITS SERVICES IN**  
16   **ANY OTHER STATES?**

17   A.     Yes. StarVox is authorized to provide interexchange toll telecommunications services in  
18   California, Florida, Georgia, Illinois, Indiana, Massachusetts, Michigan, North Carolina, New  
19   Jersey, New York, Ohio, Pennsylvania, Texas, Utah, Virginia, and Washington. StarVox is also  
20   authorized by the Federal Communications Commission to provide domestic and international  
21   telecommunications services. StarVox is authorized to provide local exchange services in North  
22   Carolina, Florida, and New York.

23   **Q.     PLEASE DESCRIBE THE PROPOSED TARIFFS FILED BY STARVOX.**

1 A. StarVox filed as Exhibit E and F to the Application, respectively, its proposed local  
2 exchange and long distance tariffs. Those tariffs contain the applicable rules and regulations for  
3 the provision of such services. I believe that StarVox's tariffs will comport with all applicable  
4 Commission Rules and Orders, and StarVox agrees to make all changes suggested by the ORS  
5 that may be necessary to comply with applicable authority.

6 **Q. WILL STARVOX PROVIDE ANY EQUIPMENT OR FACILITIES IN**  
7 **CONNECTION WITH ITS SERVICES?**

8 A. No.

9 **Q. WILL GRANTING STARVOX A CERTIFICATE SERVE THE PUBLIC**  
10 **INTEREST OF SOUTH CAROLINA CONSUMERS?**

11 A. Yes. A decision by the Commission to grant StarVox authority to provide local exchange  
12 and interexchange telecommunications service is in the best interest. The public interest will be  
13 served by expanding the availability of competitive telecommunications services and enhanced  
14 telecommunications infrastructure in the State of South Carolina, thereby facilitating economic  
15 development. Authorizing StarVox to enter the telecommunications services market will  
16 increase the competitive choices available, and in turn create incentives for all carriers to lower  
17 prices, provide new and better quality services, and be more responsive to customer issues and  
18 demands.

19 **Q. WHO IS KNOWLEDGEABLE ABOUT STARVOX'S OPERATIONS AND WILL**  
20 **SERVE AS THE COMMISSION'S/ORS'S REGULATORY AND CUSTOMER SERVICE**  
21 **CONTACT?**

22 A. All ongoing compliance matters should be directed by my attention. Customer complaint  
23 and billing matters should be directed to Andrea Swanson at StarVox Communications, Inc.,



1 2728 Orchard Parkway, San Jose, CA 95134, telephone (408) 625-2684, facsimile (408) 354-  
2 3551, aswanson@starvox.com.

3 **Q. WHAT REGULATORY TREATMENT HAS STARVOX SOUGHT IN**  
4 **CONNECTION WITH THIS DOCKET?**

5 A. StarVox requests flexible regulation for its local exchange telecommunications services  
6 as the Commission first granted in Order No. 98-165 in Docket No. 97-467-C; and alternative  
7 regulation for its interexchange services as first granted by Order Nos. 95-1734 and 96-55 in  
8 Docket No. 95-661-C, as modified by Order No. 2001-997 in Docket No. 2000-407-C.

9 **Q. WILL STARVOX COMPLY WITH ALL OF THE APPLICABLE RULES,**  
10 **REGULATIONS AND ORDERS OF THE COMMISSION?**

11 A. Yes.

12 **Q. DOES THIS COMPLETE YOUR TESTIMONY?**

13 A. Yes.